

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Frank Alfieri

DATE: August 28, 1995

FROM: J. Yvette Robinson/Event Marketing

SUBJECT: Event Fact Sheet for L.A. County Fair

Marlboro Community Event Marketing will be a participant at the L.A. County Fair September 8 through October 1, 1995. Specific information is as follows:

EVENT: L.A. County Fair

DATES: September 8 - October 1, 1995

TIME:
Monday - Friday ---11am-10pm
Saturday - 11am-10pm
Sunday - 11am-10pm
Saturday September 9, (CONCERT) 7:00pm
Sunday September 10, (CONCERT) 4:00pm

LOCATION: Fair and Exposition Complex
Pomona, CA

PHILIP MORRIS
ACTIVITIES:

In consideration for Philip Morris providing talent and production for each concert ("Artists"), Promoter grants Philip Morris the following sponsorship rights:

- The exclusive right to conduct tobacco sales and branded incentive distribution and name generation activities among smokers twenty-one years of age and older from two promotional kiosks and one 10' X 22' promotional tent with power provided by Promoter, at sites at the fair to be mutually agreed upon by the parties. Tobacco exclusivity is limited to Philip Morris' two promotional kiosks and one 10' x 22' promotional tent (the profits, if any, earned from tobacco store sales to be donated to PH&G);
- The right to hang banners and signage on and around the tent and kiosks and in the area immediately surrounding the MARLBORO Music Stage, including the Race Track Tote board, during the MARLBORO Music performances only;

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- The right to receive 150 complimentary Concert/Fair admission tickets for September 9 and 10, 1995, and 150 complimentary parking passes, which will be delivered to Philip Morris upon execution of the Agreement.
- The right to recognition in advertising placed in connection with the Concerts at the Fair and the right to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris **MARLBORO** or **MARLBORO Music** provided that the approval is effected on a timely basis.

cc: S. Anderson
I. Broeman
D. Cohen
J. Fontanez
K. McGrath
V. Murphy
S. Sampson
W. Smith
N. Suter
R. Webster

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